

# Syllabus

This Handbook contains courses of

## MBA in Culinary Arts

Programme of Indira Gandhi National Tribal  
University (IGNTU), Amarkantak

Offered by

## Indian Culinary Institute Tirupati & Noida

(an organization of Ministry of Tourism, Government of India)



2019-2021



## **About ICI**

Indian Culinary Institute (ICI) an autonomous institute under Ministry of Tourism, Government of India commissioned at Noida and Tirupati, which are the state-of-art Institutes and is expected to be at par with the best International Culinary Institutes. The Indian tourism industry today added another step for further promotion and development of culinary tourism in India as the ICI will attract the best of the talents in the specialized field with a world class infrastructure such as culinary studio with facility to have smart class rooms, specialized kitchens and microbiology labs with modern and latest equipment, training restaurants for various cuisines, modern hostel facility for boys and girls.

This is the time of specialization and Culinary Art is a highly specialized field of education for Hospitality Industry today. The curriculum is being designed in close association with the best in the Culinary field- both from Industry and Academia. This will ensure high employability and placement in the niche area apart from making the students ready for their own entrepreneurial venture. For young students, this is the right time to join the culinary industry for jobs and a lucrative and satisfying career. The initiative of Government of India by commissioning Indian Culinary Institutes at Noida and Tirupati will full fill dreams of many of the students to make their career in this field. The students of this Institute will not only service the domestic industry but also contribute internationally as an ambassador of India's rich and diversified food heritage.

## **About IGNTU**

IGNTU is a central University established by Ministry of HRD. IGNTU is committed to disseminate advance knowledge by providing instructional and research facilities in tribal art, culture, tradition, language, medicinal systems, costumes, forest based economic activities, flora, fauna and advancement in technologies related to the natural resources of the tribal areas. The University is spread over 372 acres of land adjoining to the Biosphere Reserve and primitive tribal villages in Amarkantak. The landscape of campus is very picturesque, creating peaceful and serene atmosphere for better social and academic life.

## REGULATIONS FOR MBA IN CULINARY ARTS

This Degree shall be called Master of Business Administration in Culinary Arts in short form “**MBA in Culinary Arts**”. This programme shall focus on **Culinary and Allied areas**. A well-defined course syllabus has been designed to provide comprehensive, rigorous and contemporary theoretical and practical knowledge to the students, thereby meeting the expectations of Culinary industry.

**Facilities:** The Institute makes all possible efforts to equip the classrooms with all modern gadgets to facilitate for effective teaching and learning. The Indian Culinary Institute Library issues text and reference books to the students. The campus landscape is very vibrant that creates study atmosphere. The ICI will arrange campus placement for its students by inviting renowned hotel, hospitality and allied industry every year. Even, ICI will assist the pass-outs for getting placement overseas.

### **Programme Structure and Duration**

The programme is for four semesters spread over two years. Two semesters in each academic year - July to December and January to May, respectively. A semester consists of 18 weeks of working duration where 90 days are devoted to teaching including internal exams. The practicals and semester end examinations are held only after 90 working days. Medium of Teaching and Examination shall be in English only. Maximum duration to complete the programme is 4 year for a PG programme.

### **Evaluation**

The performance of students is evaluated continuously and the process of assessment comprises of internal and external test. Internal Evaluation consists of assignments, presentation, participation, project work and Mid Term Examinations. Internal evaluation 40% (internal assessment by the Course teacher) and External examination 60% (Evaluation shall be done by External examiner/ evaluator).

### **Attendance**

Students are expected to put in as much attendance as possible as it is an integral part of learning. A minimum 75% attendance in individual course will be allowed to appear for practical and theory examinations as per University norms.

## **PROGRAMME OUTCOMES:**

At the end of the programme

- It promotes the entrepreneurial thinking and practical approach provides the exposure to students to document the recipe and develop the new recipe in culinary Industry.
- Demonstrate how the organizational behaviour and organizational practices can aid in improving the performances and wellbeing of people at work in the department of Food and Beverage Production.
- Demonstrate the knowledge of planning and operation of various Food service outlets.
- Design an accounting and financial information systems for a culinary organisation for management decision making.
- Ability to conduct investigations and apply effective marketing management practices in food and beverage production.
- Understand consumer behaviour and the use of appropriate pricing strategies to increase profitability.
- Assess the forces of globalisation and its impact on the culinary industry.
- Develop proper food styling and presentations, with emphasis on dietetics and nutrition.
- Apply principles of ethics in professional environment, giving importance to Food safety and environment within the norms of the culinary industry.
- Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
- Communicate effectively on various culinary activities with the organisation and society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- Demonstrate the knowledge of planning and operation of various Bakery outlets.
- Recognize the need for and have the ability to engage in independent and life-long learning in the broadest context of changing trends in the culinary industry.
- After completing this programme, students will able to get the job as a Junior Management Level in Kitchen department.

### **Pattern of Questions for the Semester End Examinations**

The end semester theory examinations for 60 marks each course shall be conducted as per the academic calendar of the University. There shall be three parts. Part -A consisting of FIVE

short questions from amongst EIGHT questions drawn representing all the units. Each question in Part-A shall consist of THREE marks. Part – B shall consist of FIVE questions with internal choices from each unit to be answered having SIX marks each. Part-C shall consist of ONE question with internal choice having FIFTEEN marks.

PART – A	5 Questions X 3 Marks	=	15
PART – B	5 Questions X 6 Marks	=	30
PART – C	1 Question X 15 Marks	=	15

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60

### **Internal Examinations**

There shall be continuous evaluations for all theory and practical courses; however the theory courses shall have two internal tests of 20 marks in total. Internal Assessment Component consists of the following.

- |    |                                  |                 |
|----|----------------------------------|-----------------|
| 1. | Mid Semester Examinations        | 20 marks        |
| 2. | One Term Project/Assignment      | 10 marks        |
| 3. | Seminar Presentation/Attendance: | 10 marks        |
|    | <b>Total</b>                     | <b>40 marks</b> |

The answer scripts of internal examinations shall be evaluated by the course teacher. The courses of lesser /higher credits shall follow the same weightage.

### **Teaching Pedagogy**

The Teaching Pedagogy consists of Practical Demonstration by Facilitator, Repetition by Learner, Visit to Industry, Work, Individual Presentations, Innovative culinary session and Industry expert session on Culinary Arts.

### **Characteristics/Quality of Curriculum (MBA in Culinary Arts)**

1. *Emphasis on Analytical Skills*
2. *Local Needs of the Business*
3. *Exposure to Social Sector*
4. *Indian Ethos and Value System*
5. *Managerial Requirements of SMEs and Public Policy Issues*
6. *Innovative and 'Out of Box' Thinking*
7. *Soft Skills, Personality Development and Communication*
8. *Promote Entrepreneurial Thinking*
9. *Industry Collaboration*
10. *Number of Electives*

## COURSE STRUCTURE OF MBA IN CULINARY ARTS

### SEMESTER-I

S. No.	Course Code	Course Title	Type of Course	Hrs Per Week	Cr	Total Marks			
						IM	EM	TM	
1	MCAT 101	Business Fundamental	CORE 1	4	4	40	60	100	
2	MCAT 102	Sales and Marketing	CORE 2	4	4	40	60	100	
3	MCAT 103	Research Methodology	CORE 3	4	4	40	60	100	
4	MCAT 104	Material Management and Supply Chain	CORE 4	4	4	40	60	100	
5	MCAP 105	Indian Cuisine & Culture-Pr	CORE 5	8	4	40	60	100	
6	MCAE 106	Gastronomy Tourism	Select Any One	GE 1	3	3	40	60	100
	MCAE 107	Culinary Product of India							
Total				27	23	240	360	600	

### SEMESTER-II

S. No.	Course Code	Course Title		Type of Course	Hrs Per Week	Cr	Total Marks		
							IM	EM	TM
1	MCAT 201	Management Information Systems		CORE 6	4	4	40	60	100
2	MCAT 202	Quality Management		CORE 7	4	4	40	60	100
3	MCAT 203	Business Communication		CORE 8	4	4	40	60	100
4	MCAT 204	Facility Planning		CORE 9	4	4	40	60	100
5	MCAP 205	Culinary Skills Techniques-Pr		CORE 10	8	4	40	60	100
6	MCAE 206	Managerial Economics	Select Any One	GE 2	3	3	40	60	100
	MCAE 207	Organisation Behaviour							
Total					27	23	240	360	600

### SEMESTER-III

S. No.	Course Code	Course Title		Type of Course	Hrs Per Week	Cr	Total Marks		
							IM	EM	TM
1	MCAT 301	Human Resource Management		CORE 11	4	4	40	60	100
2	MCAT 302	Financial Management		CORE 12	4	4	40	60	100
3	MCAT 303	Entrepreneurship		CORE 13	4	4	40	60	100
4	MCAT 304	Product Development and Strategic		CORE 14	4	4	40	60	100
5	MCAP 305	International Bakery and Confectionary- Pr		CORE 15	8	4	40	60	100
6	MCAE 306	Food Journalism	Select Any One	DSE-I	3	3	40	60	100
	MCAE 307	Food Styling and Photography							
Total					27	23	240	360	600

**SEMESTER-IV**

S. No.	Course Code	Course Title		Type of Course	Hrs Per Week	Cr	Total Marks		
							IM	E M	T M
1	MCAT 401	Strategic Management		CORE 16	4	4	40	60	100
2	MCAT 402	Food Law		CORE 17	4	4	40	60	100
3	MCAT 403	Ethics and Food Business		CORE 18	4	4	40	60	100
4	MCAT 404	Dissertation Report		CORE 19	4	4	40	60	100
5	MCAP 405	Food and Beverage Service- Pr		CORE 20	8	4	40	60	100
6	MCAE 406	Education Training and Development	Select Any One	DSE-II	3	3	40	60	100
	MCAE 407	Event Management							
Total					27	23	240	360	600

**Statement of Credits and Marks of MBA in Culinary Arts**

SN	Semester	Total Credits	Total Marks
<b>First Year</b>			
01	Semester – I	23	600
02	Semester – II	23	600
<b>Second Year</b>			
03	Semester - III	23	600
04	Semester - IV	23	600
	<b>Grand Total</b>	<b>92</b>	<b>2400</b>

**Note:**

1. There are total 24 Course Modules consisting of 92 credits.
2. Abbreviations

GE	:	Generic Elective
DSE	:	Discipline Specific Elective
CC	:	Course Code
Cr	:	Credits
Core	:	Core Courses